

**Subject:** Re: Permit for Holiday Lighting

**From:** Kim Sudhalter

**Date:** 11/22/2016 05:10 PM

**To:** Eddie Chavez

**CC:** John Darnell <john.darnell@lacity.org>, "Asaad Y. Alnajjar, P.E." <asaad.alnajjar@lacity.org>, Mario Aceves <mario.aceves@lacity.org>, Don Duckworth <duckworth.donald@gmail.com>, Sean Lujan <seanlujan@ymail.com>, Megan Hackney <megan.hackney@lacity.org>

Eddie! A major thanks to you and your team for making this work for us. I can't tell you how much I appreciate it.

I will submit a check request to our book keeper and will get a proof of insurance ASAP.

Have a wonderful holiday and thank you again.

Best,  
Kim

Kim Sudhalter  
Urban Legend PR  
213.369.6062

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**From:** Eddie Chavez <eddie.chavez@lacity.org>

**Date:** Tuesday, November 22, 2016 at 4:49 PM

**To:** Kim Sudhalter <kim@urbanlegendpr.com>

**CC:** John Darnell <john.darnell@lacity.org>, "Asaad Y. Alnajjar, P.E." <asaad.alnajjar@lacity.org>, Mario Aceves <mario.aceves@lacity.org>, Don Duckworth <duckworth.donald@gmail.com>, Sean Lujan <seanlujan@ymail.com>, Megan Hackney <megan.hackney@lacity.org>

**Subject:** Re: Permit for Holiday Lighting

Kim,

This email is a follow-up to our conversation regarding the total operational costs for the Melrose Holiday Lighting. Please see attached copy of the approved Revokable Permit.

Here's the breakdown: 112 lights x \$10.00/ pole = \$1,120.00, as per item # 8 of the Final Agreement. Please make check payable to: City of Los Angeles or if you want to pay with a credit card, you'd have to come in to our office located at 1149 S Broadway Los Angeles, CA 90015.

Also, I need a copy of proof of insurance as per item # 2.

If you have any questions, please contact Mario Aceves who is cc'd in this email as I will be off the rest of the week.

Have a Happy Thanksgiving!

Best Regards,

Eddie

On Tue, Nov 22, 2016 at 1:11 PM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

The signed letter is attached. Can I provide a credit card number to pay the permit fee?

Kim

Kim Sudhalter  
Urban Legend PR  
[213.369.6062](tel:213.369.6062)

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**From:** Eddie Chavez <[eddie.chavez@lacity.org](mailto:eddie.chavez@lacity.org)>

**Date:** Tuesday, November 22, 2016 at 12:41 PM

**To:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>

**Cc:** John Darnell <[john.darnell@lacity.org](mailto:john.darnell@lacity.org)>, "Asaad Y. Alnajjar, P.E." <[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)>, Mario Aceves <[mario.aceves@lacity.org](mailto:mario.aceves@lacity.org)>, Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>, Sean Lujan <[seanlujan@ymail.com](mailto:seanlujan@ymail.com)>, Megan Hackney <[megan.hackney@lacity.org](mailto:megan.hackney@lacity.org)>

**Subject:** Re: Permit for Holiday Lighting

Hello Kim,

I received your map, specs, and Letter from Council for the proposed Melrose Ave BID Holiday Lighting. All I need is for you to complete all the highlighted information on the Final Agreement along with item #s 4, 5, and 8. Please keep in mind that the Revokable Permit for Holiday Lighting is for a maximum of a 3 month period approval (during holiday season only).

Let me know if you have any additional questions.

Best Regards,

Eddie Chavez, P.E.  
Street Lighting Engineering Associate III  
Community Services Division  
Bureau of Street Lighting  
1149 S. Broadway, Suite 200  
Los Angeles, CA 90015  
Phone No. [213-847-1580](tel:213-847-1580)  
Fax No. [213-847-1853](tel:213-847-1853)

On Mon, Nov 21, 2016 at 12:31 PM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

Thanks, John. All of the other requested info is attached. Will this suffice while Council Office completes their letter?

Best,  
Kim

Kim Sudhalter  
Urban Legend PR  
[213.369.6062](tel:213.369.6062)

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**From:** John Darnell <[john.darnell@lacity.org](mailto:john.darnell@lacity.org)>

**Date:** Monday, November 21, 2016 at 12:25 PM

**To:** Eddie Chavez <[eddie.chavez@lacity.org](mailto:eddie.chavez@lacity.org)>

**Cc:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>, "Asaad Y. Alnajjar, P.E." <[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)>, Mario Aceves <[mario.aceves@lacity.org](mailto:mario.aceves@lacity.org)>, Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>, Sean Lujan <[seanlujan@ymail.com](mailto:seanlujan@ymail.com)>, Megan Hackney <[megan.hackney@lacity.org](mailto:megan.hackney@lacity.org)>

**Subject:** Re: Permit for Holiday Lighting

Hello,

The Fifth Council District supports this effort. I see a letter is needed from our office. We will send this to BSL today, but I wanted to ask if this email would suffice for now as evidence that we support the program so their application can go forward.

Thanks,

John Darnell  
District Director  
Office of Los Angeles City Councilmember Paul Koretz  
Westside Field Office: [\(323\) 866-1828](tel:(323) 866-1828)  
Valley Field Office: [\(818\) 971-3088](tel:(818) 971-3088)



Email: [john.darnell@lacity.org](mailto:john.darnell@lacity.org)



Have you signed up to receive Councilmember Koretz's e-newsletter? To subscribe, click [here](#)

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On Fri, Nov 18, 2016 at 12:32 PM, Eddie Chavez <[eddie.chavez@lacity.org](mailto:eddie.chavez@lacity.org)> wrote:

Hello Kim,

Please complete the highlighted areas in the attached Agreement and provide the following for BSL review as described in the Prelim Application:

- Provide a map showing the location of all affected street lights that will have the attached holiday lighting.
- Provide specs of all lights and equipment that will be used.
- Letter of support from Council District 5.
- Comply with all conditions on Final Agreement.

Once BSL reviews and approves your holiday lighting, a check payable to City of Los Angeles in the amount of \$350 plus \$1 for each street light being used will be required.

Let me know if you have any questions.

Best Regards,

Eddie Chavez, P.E.  
Street Lighting Engineering Associate III  
Community Services Division  
Bureau of Street Lighting  
1149 S. Broadway, Suite 200  
Los Angeles, CA 90015  
Phone No. [213-847-1580](tel:213-847-1580)  
Fax No. [213-847-1853](tel:213-847-1853)

On Fri, Nov 18, 2016 at 9:43 AM, Asaad Y. Alnajjar, P.E. <[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)> wrote:

Hi Kim

Let me check and I will call you back shortly, sorry about the delay.

Best Regards,

***Asaad Y. Alnajjar, P.E.***

**Division Manager**  
**Community Services Division**  
Bureau of Street Lighting

City of Los Angeles  
1149 S. BROADWAY, 2nd FLOOR Suite 200, Los Angeles, CA 90015  
Mail Stop 545

[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)  
**General:** [\(213\) 847-1400](tel:(213)847-1400)  
**Direct:** [\(213\) 847-1432](tel:(213)847-1432)  
**Fax:** [\(213\) 847-1851](tel:(213)847-1851)

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**MyLA311** links Angelenos with the services and information they need to enjoy their city, beautify their community and stay connected with their local government. With MyLA311, City of Los Angeles information and services are just a few taps away.

On Fri, Nov 18, 2016 at 9:36 AM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

Hi Asaad:

I haven't heard back and the lights are going up next week. Can you let me know me know how we can get this processed?

Thanks,  
Kim

Kim Sudhalter  
Urban Legend PR  
[213.369.6062](tel:213.369.6062)

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**From:** "Asaad Y. Alnajjar, P.E." <[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)>  
**Date:** Wednesday, November 16, 2016 at 10:36 AM  
**To:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>, Mario Aceves <[mario.aceves@lacity.org](mailto:mario.aceves@lacity.org)>  
**Cc:** Fabian Cheng <[fabian.cheng@lacity.org](mailto:fabian.cheng@lacity.org)>, John Darnell <[john.darnell@lacity.org](mailto:john.darnell@lacity.org)>, Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>, Sean Lujan <[seanlujan@ymail.com](mailto:seanlujan@ymail.com)>  
**Subject:** Re: Permit for Holiday Lighting

Good Morning Kim,

Mario Aceves and myself will contact you shortly to discuss.

Thank You

Best Regards,

***Asaad Y. Alnajjar, P.E.***  
Division Manager  
Community Services Division  
Bureau of Street Lighting

City of Los Angeles  
1149 S. BROADWAY, 2nd FLOOR Suite 200, Los Angeles, CA 90015  
Mail Stop 545

[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)  
**General:** [\(213\) 847-1400](tel:(213)847-1400)  
**Direct:** [\(213\) 847-1432](tel:(213)847-1432)  
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On Wed, Nov 16, 2016 at 10:29 AM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

Hi Fabian and Asaad:

Haven't heard back. Did I fill out the right form? And how much do we owe...where do we pay?

Please let me know.

Best,  
Kim

Kim Sudhalter  
Urban Legend PR  
[213.369.6062](tel:213.369.6062)

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**From:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>  
**Date:** Monday, November 14, 2016 at 3:29 PM  
**To:** <[fabian.cheng@lacity.org](mailto:fabian.cheng@lacity.org)>, <[asaad.alnajjar@lacity.org](mailto:asaad.alnajjar@lacity.org)>  
**Cc:** John Darnell <[john.darnell@lacity.org](mailto:john.darnell@lacity.org)>, Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>, Sean Lujan <[seanlujan@ymail.com](mailto:seanlujan@ymail.com)>  
**Subject:** Permit for Holiday Lighting

Hi Fabian and Asaad:

I am applying for a temporary permit to affix decorative holiday lights to all of the light poles along Melrose Avenue from Fairfax to Highland Ave. Attached is the form you sent me earlier this year, filled out as requested. In our previous conversation, you had mentioned that the fee for this permit would be around \$600 or so. Could you:

1. Please let me know if any other forms are required?
2. How much the exact fee is?
3. Who the check should be made out to and where it should be delivered?

These are due to be installed by Black Friday (November 25<sup>th</sup>) so please let me know ASAP.

Many thanks,  
Kim

Kim Sudhalter  
Urban Legend PR  
[213.369.6062](tel:213.369.6062)

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Eddie Chavez, P.E.  
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